IN THE CLAIMS

Please cancel claims 4, 13 and 22, and amend claims 1, 5-6, 10, 14-15, 19 and 23-24 as follows:

1. (CURRENTLY AMENDED) A computer-implemented method of generating analytic data sets for use in modeling in customer relationship marketing, comprising:

(a) specifying one or more Variable Groups, wherein the Variable Group is a set of Analytic Variables with similar characteristics and the Analytic Variables are comprised of both primitives and conditions;

(b) creating an Analytic Data Set Template containing one or more of the Analytic Variables selected from the specified Variable Groups and required for a specific analysis task, wherein execution conditions are defined for the Analytic Data Set Template; and

(c) generating instructions to retrieve the Analytic Variables contained in the Analytic Data Set Template from a database.

2. (ORIGINAL) The method of claim 1, wherein the database contains operational data and the Analytic Variables are derived from the operational data.

3. (ORIGINAL) The method of claim 2, wherein the operational data comprises transaction data.

4. (CANCELED) The method of claim 1, wherein the Analytic Variables are comprised of primitives and conditions.

5. (CURRENTLY AMENDED) The method of claim [[4]] 1, wherein the primitives are base variables.

6. (CURRENTLY AMENDED) The method of claim [[4]] 1, wherein the conditions are predicates, aggregates or functions.

7. (ORIGINAL) The method of claim 1, wherein the specifying step (a) comprises performing a Smart Variable Definition that allows the user to define multiple Analytic Variables that are variations on a base variable.

8. (ORIGINAL) The method of claim 1, wherein the creating step (b) further comprises defining execution conditions for the Analytic Data Set Template.

9. (ORIGINAL) The method of claim 1, wherein the generated instructions contain variable transformation information, wherein transaction data from the database is identified, aggregated or modified to generate the Analytic Variables.

10. (CURRENTLY AMENDED) A computer-implemented system for generating analytic data sets for use in modeling in customer relationship marketing, comprising:

(a) a computer;

(b) logic, performed by the computer, for:

(1) specifying one or more Variable Groups, wherein the Variable Group is a set of Analytic Variables with similar characteristics and the Analytic Variables are comprised of both primitives and conditions;

(2) creating an Analytic Data Set Template containing one or more of the Analytic Variables selected from the specified Variable Groups and required for a specific analysis task, wherein execution conditions are defined for the Analytic Data Set Template; and

(3) generating instructions to retrieve the Analytic Variables contained in the Analytic Data Set Template from a database.

11. (ORIGINAL) The system of claim 10, wherein the database contains operational data and the Analytic Variables are derived from the operational data.

12. (ORIGINAL) The system of claim 11, wherein the operational data comprises transaction data.

13. (CANCELED) The system of claim 10, wherein the Analytic Variables are comprised of primitives and conditions.

14. (CURRENTLY AMENDED) The system of claim [[13]] 10, wherein the primitives are base variables.

15. (CURRENTLY AMENDED) The system of claim [[13]] 10, wherein the conditions are predicates, aggregates or functions.

16. (ORIGINAL) The system of claim 10, wherein the logic for specifying (1) comprises logic for performing a Smart Variable Definition that allows the user to define multiple Analytic Variables that are variations on a base variable.

17. (ORIGINAL) The system of claim 10, wherein the logic for creating (2) further comprises logic for defining execution conditions for the Analytic Data Set Template.

18. (ORIGINAL) The system of claim 10, wherein the generated instructions contain variable transformation information, wherein transaction data from the database is identified, aggregated or modified to generate the Analytic Variables.

19. (CURRENTLY AMENDED) An article of manufacture embodying logic for generating analytic data sets for use in customer relationship marketing, comprising:

(a) specifying one or more Variable Groups, wherein the Variable Group is a set of Analytic Variables with similar characteristics and the Analytic Variables are comprised of both primitives and conditions;

(b) creating an Analytic Data Set Template containing one or more of the Analytic Variables selected from the specified Variable Groups and required for a specific analysis task, wherein execution conditions are defined for the Analytic Data Set Template; and

(c) generating instructions to retrieve the Analytic Variables contained in the Analytic Data Set Template from a database.

20. (ORIGINAL) The article of manufacture of claim 19, wherein the database contains operational data and the Analytic Variables are derived from the operational data.

21. (ORIGINAL) The article of manufacture of claim 20, wherein the operational data comprises transaction data.

22. (CANCELED) The article of manufacture of claim 19, wherein the Analytic Variables are comprised of primitives and conditions.

23. (CURRENTLY AMENDED) The article of manufacture of claim [[22]] 19, wherein the primitives are base variables.

24. (CURRENTLY AMENDED) The article of manufacture of claim [[22]] 19, wherein the conditions are predicates, aggregates or functions.

25. (ORIGINAL) The article of manufacture of claim 19, wherein the specifying step (a) comprises performing a Smart Variable Definition that allows the user to define multiple Analytic Variables that are variations on a base variable.

26. (ORIGINAL) The article of manufacture of claim 19, wherein the creating step (b) further comprises defining execution conditions for the Analytic Data Set Template.

27. (ORIGINAL) The article of manufacture of claim 19, wherein the generated instructions contain variable transformation information, wherein transaction data from the database is identified, aggregated or modified to generate the Analytic Variables.